

Rep Order# 8832931 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36782

Printed: 10/05/2012 9:39 AM
Last Received: 10/05/2012 9:16 AM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () DCCC-DEM CNGRS CMPG
Product DCCC IE
Estimate# 1473
Buyer KATIE KEULEMAN
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E //1473
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK

TOTAL - \$4,800

PLEASE CONFIRM

THANKS, MIKE!

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|------------|----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 500A-600A | 8 NEWS NOW AT 5A | :30 | \$800.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 2 | TU-F | 600A-700A | 8 NEWS NOW AT 6A | :30 | \$900.00 | 09/25-09/28 | 1 | 1 | 1 | \$900.00 | |
| | 3 | TU-F | 700A-900A | CBS THIS MORNING | :30 | \$800.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 4 | M | 700A-900A | CBS THIS MORNING | :30 | \$1,000.00 | 10/01-10/01 | 0 | 0 | 0 | \$0.00 | |
| | 5 | SA | 500A-700A | CBS THIS MORNING SATURDAY | :30 | \$450.00 | 09/29-09/29 | 0 | 0 | 0 | \$0.00 | |
| | 6 | SU | 600A-630A | 8 NEWS NOW THIS MORNING #1 | :30 | \$400.00 | 09/30-09/30 | 0 | 0 | 0 | \$0.00 | |
| | 7 | SU | 630A-800A | CBS NEWS SUNDAY MORNING | :30 | \$1,500.00 | 09/30-09/30 | 0 | 0 | 0 | \$0.00 | |
| | 8 | SU | 800A-830A | 8 NEWS SUN MORNING #2 | :30 | \$1,500.00 | 09/30-09/30 | 0 | 0 | 0 | \$0.00 | |
| | 9 | TU-F | 900A-1000A | LIVE WITH KELLY | :30 | \$750.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--|-------------|------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 10 | TU-F | 1000A-1100A | PRICE IS RIGHT | :30 | \$2,500.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |
| | *11 | TU-F | 1200P-1230P | NOON NEWS | :30 | \$750.00 | 09/25-09/28 | 2 | 1 | 2 | \$1,500.00 | |
| | | Sales Remark: V7 . V7 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | 12 | TU-F | 300P-40CP | ELLEN | :30 | \$900.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 13 | SA | 530P-60CP | POLITICS NOW | :30 | \$350.00 | 09/29-09/29 | 0 | 0 | 0 | \$0.00 | |
| | 14 | SU | 530P-60CP | INSIDE EDITION | :30 | \$550.00 | 09/30-09/30 | 0 | 0 | 0 | \$0.00 | |
| | 15 | TU-F | 400P-50CP | 8 NEWS NOW @ 4P & 430P | :30 | \$1,100.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 16 | TU-F | 500P-63CP | 8 NEWS NOW @ 5P & 6P | :30 | \$1,300.00 | 09/25-09/28 | 1 | 1 | 1 | \$1,300.00 | |
| | 17 | SA | 500P-700P | 8 NEWS NOW @ 5P & 630P | :30 | \$700.00 | 09/29-09/29 | 0 | 0 | 0 | \$0.00 | |
| | 18 | TU-F | 1100P-1135P | 8 NEWS NOW @ 11P | :30 | \$1,900.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 19 | M | 1100P-1135P | 8 NEWS NOW @ 11P | :30 | \$2,200.00 | 10/01-10/01 | 0 | 0 | 0 | \$0.00 | |
| | 20 | SA-SU | 1100P-1135P | 8 NEWS NOW @ 11P | :30 | \$1,100.00 | 09/29-09/30 | 1 | 1 | 1 | \$1,100.00 | |
| | 21 | F | 800P-90CP | CSI:NY | :30 | \$7,500.00 | 09/28-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 22 | TU-F | 400A-459A | 4A NEWS | :30 | \$100.00 | 09/25-09/28 | 0 | 0 | 0 | \$0.00 | |

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---REPORT TOTALS---

Report Totals: 5 / \$4,800.00

---SALES MONTHLY TOTALS---

Sep 12: 5 / \$4,800.00 Oct 12: 0 / \$0.00

Sales Totals: 5 / \$4,800.00

Station Totals: 5 / \$4,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$16,000 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books null
Demos RA35+